

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 23

IT'S GOT *Women* WRITTEN ALL OVER IT!

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54th Year 1985

**More about must carry
 TV: Senate-bound?**

Broadcasting **Sep 23**

Must carry battle moves to House □ Songs sung blue target of Congressional scrutiny □ Progress on TV in Senate

SQUARING OFF □ Lawmakers pressure FCC for notice of inquiry or rulemaking on must-carry issue. **PAGE 23.** In House hearing on CRT reform, broadcasters ask Congress to drop compulsory license as trade-off for loss of must-carry rules. Cablecasters defend current copyright law. **PAGE 24.**

WESTWOOD HO □ Radio-programing producer and distributor Westwood One agrees in principle to purchase Mutual. **PAGE 25.**

GAINING GROUND □ Senate may be nearing approval of television coverage of its proceedings. **PAGE 26.**

DISCORDANT NOTES □ Parents Music Resource Center and recording artists clash at Senate hearing on "pornographic" rock lyrics. **PAGE 28.**

SCRAMBLING □ NCTA board OK's plan to set up independent group of cable operators to scramble programing and market it to backyard earth station owners. **PAGE 30.**

RMPC □ Gathering in Dallas viewed as good effort if not rousing success. BROADCASTING's coverage on **PAGES 32-41**, follows panel-by-panel, the many faces of radio programing: Keeping up with the competition and new strategies for long-form programing **PAGE 33.** Adaptability of Easy Listening format and importance of image to country format **PAGE 34.** Challenges and strengths of news/talk, and AM success stories **PAGE 38.** Community involvement key to success, and a look at what's happening in big band/nostalgia, adult contemporary, classical and urban formats. **PAGES 40-41.**

RTNDA REVIEW □ At Nashville meeting, networks discuss plans for satellite-interconnected regional networks. **PAGE 48.** John Spain, newly elected RTNDA president, maps out association's goals. **PAGE 49.**

THE WINNERS ARE □ Public Broadcasting Service takes top honors for news and documentary Emmy awards. **PAGE 50.**

WHAT'S NEW IN NEWSGATHERING □ Latest in new newsgear was on display at this year's RTNDA convention. **PAGE 51.**

THE CHOSEN □ CBS picks M/A-Com encryption system. **PAGE 53.**

WAGONS IN A CIRCLE □ INTV launches advertising campaign to discourage cable systems from dropping independent stations. **PAGE 58.**

APPEAL □ NAB asks FCC for relief from local telephone tariffs. **PAGE 59.**

SKY HIGH □ Insurance losses, if not satellites, continue to soar as 1985 is proving another down year for communications birds. **PAGE 61.**

TWO FOR THE MONEY □ Selling ads, financing station purchases, working around ratings at AM-FM combos are among subjects covered at RMPC panels on the business of radio broadcasting. **PAGE 63.**

ENTREPRENEUR □ Harlan Rosenzweig, president of GWSC, has risen to the challenge of building Westinghouse's cable programing and satellite services unit. **PAGE 67.**

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the classical listener is now younger than the listener of 10 years ago.

Changing face of urban format

The image of the urban format is changing. It has emerged from that of "poor step-child" to that of a salable and viable format that varies from market to market. That was among the views expressed by broadcasters participating in a Saturday afternoon urban ethnic format discussion in Dallas.

Those listening were advised to "be in touch with the street" by consultant Donna L. Harper of Donna Halper & Associates, who said the format "works" and "brings a lot of people together." Jeff Wyatt of WUSL(FM) Philadelphia suggested doing promotions that tie in with the city, which could range from hosting a show in a park to giving away albums or cars. Bob Laurence of Canoga Park, Calif.-based Drake-Chenault,

which offers syndicated urban programming, said "people are most important" to the format, with music "usually last on the list." □

Watching out for the programs children watch

Conference in Washington debates children's programming A to Z, from history of children's television to role it should play in community

The scarcity of quality children's programming on television was blamed on everyone from the Federal Communications Commission to the networks to advertisers to parents and even children themselves at the 19th an-

nual celebration of World Communications Day, held last Tuesday (Sept. 17) at the National Press Club in Washington. Washington ABC-TV news correspondent Carole Simpson moderated the program, sponsored by a consortium of Catholic organizations and fed by satellite to the 43 dioceses affiliated with the Catholic Telecommunications Network of America and to several non-CTNA diocese through the facilities of Public Broadcasting Service stations.

The three-hour program featured opening remarks by Bishop Pierre DuMaine, chairman of the U.S. Catholic Conference communication committee; a taped history of children's television narrated by George Heinemann, former NBC vice president for children's programming; an address by Bob Keeshan, host of *CBS Storybreak* and former "Captain Kangaroo"; clips from National Association of Broadcasters award-winning children's programs, and two panel sessions, one concentrating on commercial

NBC wins next-to-last week of off-season ratings

NBC clinched another prime time victory with the week ending Sept. 15, as it brought out a number of premieres, including one, *Golden Girls* (9-9:30 p.m. NYT), that topped the week's list of 61 shows according to Nielsen's National Television Index. NBC won the week with a 14.7 average rating and a 25 average share. ABC placed second with a 14/24 and NBC was third with a 12.5/21.

Among the week's other premieres was the third-ranked *227* (23.8/40) on NBC following *Golden Girls* at 9:30-10 on Saturday; and 13th-ranked *Helltown* (17.5/28) on NBC at 9:30-10 on Wednesday. The *ABC Sunday Night Movie* (9-11), a repeat of the pilot for *Lady Blue*, which will have a short flight as a series this fall, did a 19.2/31.

The much-talked-about CBS production of Arthur Miller's "Death of a Salesman," starring Dustin Hoffman on Sunday night from 8:17 to 11:05, came in with 14.5/23 (its scheduled 8 o'clock start was delayed by an NFL overrun).

Season premieres during the week included *NFL Monday Night Football* (20.7/35) on ABC, 9-12:07; *Facts of Life* (18.7/34) on NBC, 8:30-9 on Saturday; *60 Minutes* (19.6/35) on CBS, 7:17-8:17 on Sunday; *Punky Brewster* (8.5/16) on NBC, 8-8:30 on Sunday; and *Silver Spoons* (11.2/20) on NBC, 8:30-9 on Sunday.

HUT levels for the week were up 3% to 59.5 from 58 for the same week a year ago; combined ratings were up 2% from last year's 40.3 to 41.2, and combined shares were 69.2, down 1% from 69.8 last year.

NBC had six of the week's top 10, ABC had three and CBS had one. In nightly wins, NBC took Wednesday, Thursday and Saturday; ABC captured Monday and Friday, while CBS won Tuesday and Sunday.

■ While ABC won every prime time half hour from 9 to 11 on Monday with *Monday Night Football*, CBS won 8-9 with *Scarecrow and Mrs. King's* 14/23.

■ On Tuesday, CBS took the night with the second part of *The Gambler—The Adventure Continues* (16.4/26). The movie beat its competition in three out of four half hours, the exception being 8-8:30 when ABC's *Who's the Boss* was number one. NBC's *Remington Steele* took 10-11.

■ On Wednesday, NBC won 8-9 and 9-10 with *Highway to Heaven* and the premiere of *Helltown*, respectively. The last hour of the *CBS Wednesday Night Movie*, "Brass," starring Carrol O'Connor, was first during 10-11.

■ NBC started off Thursday by winning 8-10. The second-ranked *Cosby Show* (24.6/40) was followed by *Back to Next Saturday* (18.1/29) at 8:30-9, pushing *Family Ties* (18.8/30) and *Cheers* (19.1/30) back a half hour later than usual. The final hour of an *ABC NFL Football Special*, L.A. Raiders vs. Kansas City, took 10-11.

■ ABC took Friday night on the strength of a *Barbara Walters Special* (20.3/35) at 9-10:30 which won every half hour. NBC's *Miami Vice* won 10:30-11.

■ With *Golden Girls* and *227*, NBC's Saturday was the highest-rated night of the week with an average 21.8/38. The *Miss America Pageant* from 10 p.m. to 12:02 a.m., was the fourth-rated program of the week.

■ On Sunday, *60 Minutes*, delayed 17 minutes by CBS's football game, while providing a good lead-in for "Death of a Salesman," was beaten by ABC's *Lady Blue* which won every half hour from 9 to 11.

Rank	Show	Network	Rating/Share
1.	*Golden Girls	NBC	25.0/43
2.	The Cosby Show	NBC	24.6/40
3.	*227	NBC	23.8/40
4.	Miss America Pageant	NBC	23.7/44
5.	Football, Wash.-Dallas	ABC	20.7/35
6.	Barbara Walters Special	ABC	20.3/35
7.	60 Minutes	CBS	19.6/35
8.	Lady Blue	ABC	19.2/31
9.	Cheers	NBC	19.1/30
10.	Family Ties	NBC	18.8/30
11.	Facts of Life	NBC	18.7/34
12.	Back to Next Saturday	NBC	18.1/29
13.	*Hell Town	NBC	17.5/28
14.	Highway to Heaven	NBC	16.8/28
15.	Olimpie A Break	NBC	16.7/32
16.	The Gambler—sequel, pt. 2	CBS	16.4/26
17.	Who's the Boss?	ABC	16.3/28
18.	Love Child	NBC	16.1/24
19.	Nowhart	CBS	16.0/23
20.	Kate & Allie	CBS	16.0/23
21.	Football, L.A. Raiders-K.C.	ABC	14.8/26

Rank	Show	Network	Rating/Share
22.	Hill Street Blues	NBC	14.7/28
23.	Moonlighting	ABC	14.7/22
24.	Football, Sun. 7-7:17 p.m.	CBS	14.6/29
25.	Death of a Salesman	CBS	14.5/23
26.	Three's A Crowd	ABC	14.1/22
27.	Scarecrow & Mrs. King	CBS	14.0/23
28.	Remington Steele	NBC	13.1/23
29.	Simon & Simon	CBS	13.0/21
30.	Life's Embarrassing Moments	ABC	12.9/23
31.	Hotel	ABC	12.9/23
32.	Brass	CBS	12.9/22
33.	Miami Vice	NBC	12.8/23
34.	oceanQuest	NBC	12.8/20
35.	ABC All-Star Spectacular	ABC	12.7/20
36.	Cagney & Lacey	CBS	12.6/21
37.	The Cannonball Run	CBS	12.5/22
38.	Webster	ABC	12.3/24
39.	Knight Rider	NBC	12.2/23
40.	A Team	NBC	12.2/20
41.	American Almanac	NBC	12.0/22
42.	Mr. Belvedere	ABC	11.8/22

Rank	Show	Network	Rating/Share
43.	Secrets of a Married Man	NBC	11.8/19
44.	TV Bloopers & Practical Jokes	NBC	11.8/19
45.	Homestown	CBS	11.2/20
46.	Silver Spoons	NBC	11.2/20
47.	West 57th	CBS	11.1/20
48.	Magnum, P.I.	CBS	11.1/18
49.	Riptide	NBC	11.1/17
50.	Joe & the Colonel	ABC	11.0/18
51.	Hardcastle & McCormick	ABC	10.8/18
52.	Benson	ABC	10.6/20
53.	I Had Three Wives	CBS	10.5/17
54.	Airwolf	CBS	8.8/16
55.	Punky Brewster	NBC	8.5/16
56.	In Like Flynn	ABC	8.4/15
57.	Love Boat	ABC	8.2/14
58.	Illusions	CBS	7.8/13
59.	Ripley's Believe It or Not	ABC	7.7/14
60.	Motown Revue	NBC	7.1/12
61.	Saturday Morning Preview	CBS	6.1/10

*Indicates premiere episode

wood, N.J. By MO&O, Aug. 27.

■ Leighton, Pa. (Valley Broadcasting Co., et al) AM proceeding. Granted joint request for settlement agreement by Valley Broadcasting Co., Somerset Valley Broadcasting Co. and Rama Communications Group and dismissed with prejudice Somerset's app. for Bridgewater Township, N.J. and granted Valley Broadcasting's app. for first nighttime service to Leighton. By MO&O, Aug. 27.

■ Austin, Tex. (Capital City Community Interests Inc., et al) TV proceeding. Granted request by Lake Country Telecasters Inc. and dismissed its app. with prejudice. By order, Sept. 3.

ALJ John H. Conklin made following decisions:

■ Los Angeles (RKO General Inc., et al) AM and FM proceeding. Granted motion by Mandeville Communications Co. and dismissed its AM and FM apps. with prejudice. By order, Aug. 28.

■ Miami (Harmony Broadcasting Corp., et al) TV proceeding. Granted Harmony Broadcasting Corp.'s motion and dismissed its app. with prejudice. By order, Sept. 9.

■ Odessa, Tex. (Alfred H. Roeber III and Garcia Communications) TV proceeding. Granted joint request for approval of agreement and dismissed app. of Garcia Communications; granted app. of Alfred H. Roeber III, and terminated proceeding. By order, Sept. 11.

ALJ Thomas B. Fitzpatrick made following decision:

■ Kansas City, Mo. (Digital Paging Systems Inc., et al) MDS proceeding. Granted Digital Paging Systems Inc., Private Networks Inc. and Midwest Corp. joint request for issuance of construction permit to extent that agreement is approved; dismissed with prejudice apps. of Digital Paging Systems Inc. and Midwest Corp.; amended app. of Private Networks to substitute Kansas City MDS Co.; granted app. of Kansas City MDS Co. for new MDS service at Kansas City, and terminated proceeding. By MO&O, Sept. 4.

ALJ John M. Frysak made following decisions:

■ Orlando, Fla. (Elm Broadcasting Inc., et al) TV proceeding. Granted motion filed by Matthew D. Wiggins and dismissed his app. with prejudice. By order, Sept. 3.

■ Palatka, Fla. (Pentacostal Revival Association Inc., et al) TV proceeding. Granted motion by Palatka Television Inc. to add issues against Pentacostal to determine its financial qualifications to construct and operate; to determine if its financial qualifications certification was false or misleading, and to determine whether applicant is qualified to be licensee of commission. By MO&O, Sept. 3.

ALJ Joseph P. Gonzalez made following decisions:

■ Gulf Shores, Ala. (WHIS Unlimited Inc. and Garcia Communications) TV proceeding. Granted motion for summary decision by WHIS Unlimited and resolved air hazard issue in its favor. By MO&O, Sept. 3.

■ Tampa, Fla. (Mary Ann S. Bohi, et al) TV proceeding. By separate orders: granted Television Tampa's motion and dismissed its app. with prejudice; granted letter request by Gary E. Willson and dismissed his app. with prejudice, and granted Channel 50 Ltd.'s motion and dismissed its app. with prejudice. By orders, Sept. 11.

■ Arlington, Tex. (Charisma Broadcasting Corp., et al) TV proceeding. Granted motion for partial summary decision by Johnson Television Ltd. and resolved air hazard issue in its favor. By MO&O, Sept. 11.

ALJ Edward J. Kuhlmann made following decisions:

■ Orchard, Neb. (Good Life Radio Inc. and Jerrell Kautz) FM proceeding. Granted joint agreement; dismissed with prejudice Kautz's app.; granted Good Life's app. for new FM station at Orchard, and terminated proceeding. By MO&O, Aug. 29.

■ Fayetteville and Winterville, N.C. (Cape Fear Broadcasting Co. and Brown-Johnson Co Inc.) AM proceeding. Granted joint agreement; dismissed with prejudice app. of Brown-Johnson; granted Cape Fear's app. to change operation from 940 kHz to 640 kHz at Fayetteville, and terminated proceeding. By MO&O, Aug. 29.

ALJ Edward Luton made following decisions:

■ Miami (Tel-Car Corp., et al) MDS proceeding. Granted joint agreement to form joint venture with each app. having 25% share of Tel-Car's substituted app., Miami MDS Co.; dismissed with prejudice apps. of Multi-Communications Service Inc., Private Networks Inc., and M.C.C.A. Service Corp.; granted Miami MDS's app. for new MDS station at Miami, and terminated proceedings. By MO&O, Aug. 29.

■ Morehead, Ky. (John H. Leland and Garcia Communications) TV proceeding. Granted joint request for approval of agreement and dismissed app. of Leland with prejudice;

granted app. of Garcia, and terminated proceeding. By MO&O, Sept. 11.

■ Cleveland Heights, Ohio (Friendly Broadcasting Co. and Cleveland Heights Entertainment Radio Inc.) AM and FM proceeding. Granted joint petition for settlement agreement; dismissed Cleveland Heights' app. with prejudice; granted app. of Friendly, and terminated proceeding. By MO&O, Sept. 11.

ALJ Joseph Stirmer made following decisions:

■ Roswell, N.M. (Roswell Broadcasting and Susan Harris) TV proceeding. Granted joint agreement; dismissed Susan Harris' app. with prejudice; conditionally granted Roswell's app. for new TV station at Roswell, and terminated proceeding. By MO&O, Aug. 26.

■ Pulaski, N.Y. (Oswego-Jefferson Broadcasting Inc. and Pulaski Broadcasting) FM proceeding. Granted joint agreement; dismissed Pulaski Broadcasting's app. with prejudice; granted app. of Oswego for new FM station at Pulaski, and terminated proceeding. By MO&O, Aug. 29.

■ Memphis (Jack Townes, et al) TV proceeding. By separate orders: granted request and dismissed app. of Channel 50 of Memphis with prejudice and enlarged issue against Dorothy B. Evans to determine whether she is financially qualified to construct and operate her proposed station. By orders, Sept. 11.

ALJ James F. Tierney made following decision:

■ Wasilla, Alaska (Shirley C. Bumpous and Caprice E. Ford) AM proceeding. Granted joint request for settlement agreement; dismissed app. of Bumpous with prejudice; granted app. of Ford, and terminated proceeding. By MO&O, Sept. 11.

Call Letters

Applications

Call	Sought by
Existing AM's	
WKTZ	WJAX Kravis Co. of Jacksonville, Jacksonville, Fla.

Summary of broadcasting as of August 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,793	170	4,963
Commercial FM	3,818	418	4,236
Educational FM	1,202	173	1,375
Total Radio	9,813	761	10,574
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	166	25	211
Total TV	1,219	273	1,492
VHF LPTV	220	74	294
UHF LPTV	127	136	263
Total LPTV	347	210	557
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licensees.

WCZN
KWJS
WQOL Universal Broadcasting of Fort Worth-Dallas Inc., Fort Worth

Existing FM's

WEWZ
WJFK
WBMP Joel Schneider, M.D., Elwood, Ind.
WRZE Patch-Dunn & Associates Inc., West Yarmouth, Mass.

WZOO
WAXC Keymarket Communications of Ohio Ltd., Wapakoneta, Ohio

Existing TV

KVEA
KBSC-TV Estrella Communications Inc., Corona, Calif.

Grants

Call	Assigned to
New AM	
WOLM	FLA Ltd., Lake Mary, Fla.
New FM's	
WQCB	Castle Broadcasting, Brewster, Me.
KTRA	Dewey Matthew Runnels, Farmington, N.M.
KUUL	Connie T. Cattsie, Gallup, N.M.
KWCJ	Woodridge Enterprises Inc., Willow Springs, Mo.
KKRS	Christine E. Paul, Burns, Ore.
WYTE	Sharon Broadcasting Corp., Whiting, Wis.

Existing AM's

KDYN
KZRK Ozark Communications Inc., Ozark, Ark.
WIRK
WPCK Atlantic Broadcasting Corp., West Palm Beach, Fla.
WLGY
WBZJ Bakar Broadcasters Inc., Xenia, Ohio
KSPL
KCNY SMR Corp., San Marcos, Tex.

Existing FM's

WULA-FM
WKQK Lake Eufaula Broadcasting Inc., Eufaula, Ala.
KODG
KOPO Cactus Broadcasting Limited Partnership, Marana, Ariz.
KDYN-FM
KZRK-FM Ozark Communications Inc., Ozark, Ark.
KDON
KDON-FM Grace Broadcasting Inc., Selma, Calif.
KUSN
KRMX-FM Sunbrook Broadcasting Inc., Pueblo, Colo.
WLCS
WKTZ Kravis Co. of Jacksonville Inc., Jacksonville, Fla.
WARM-FM
WRMM Susquehanna Broadcasting Co., Atlanta
WQWT
WWWI WEBQ Radio, Owego, N.Y.
WTLT
WELP-FM American Communications of Greenville, South Carolina Inc., Easley, S.C.
WTMG
WZKS TransColumbia Communications, Murfreesboro, Tenn.
KLLI
KFFR John D. Mitchell, Hooks, Tex.
KSOS
KFRZ-FM First National Broadcasting Corp., Brigham City, Utah
WVWV
WHPW West Virginia Educational Broadcasting Authority, Huntington, W.Va.

Existing TV's

KBRR
KFOR-TV Fargo Broadcasting Corp., Thief River Falls, Minn.
KNRR
KWBA Fargo Broadcasting Corp., Pembina, N.D.